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## Educational Policies Committee Program Proposal, Jon M. Huntsman School of Business, September 16, 2014

Utah State University

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## Cover/Signature Page - Abbreviated Template/Abbreviated Template with Curriculum

**Institution Submitting Request:** Utah State University

**School or Division or Location:** Jon M Huntsman School of Business

**Department(s) or Area(s) Location:** Management Department

CURRENTLY APPROVED TITLE	PROPOSED TITLE	EXISTING CIP CODE	PROPOSED CIP CODE	Proposed Beginning Date
Entrepreneurship	Strategic Business Development and Venturing		52.0299	8/1/2014
Human Resource Management	Business Analytics		52.1207	8/1/2014
Personal Financial Planning	Finance		52.0801	8/1/2014

**Proposed Beginning Date (for new programs):** 08/01/2014

**Institutional Board of Trustees' Approval Date:** 06/27/2014

**Proposal Type (check all that apply):**

Regents' General Consent Calendar Items	
<i>R401-5 OCHE Review and Recommendation; Approval on General Consent Calendar</i>	
SECTION NO.	ITEM
5.1.1 <input type="checkbox"/>	Minor*
5.1.2 <input type="checkbox"/>	Emphasis*
5.2.1 <input type="checkbox"/>	(CER P) Certificate of Proficiency*
5.2.3 <input type="checkbox"/>	(GCR) Graduate Certificate*
5.4.1 <input type="checkbox"/>	New Administrative Unit
	Administrative Unit Transfer
	Administrative Unit Restructure
	Administrative Unit Consolidation
5.4.2 <input type="checkbox"/>	Conditional Three-Year Approval for New Centers, Institutes, or Bureaus
5.4.3 <input type="checkbox"/>	New Center
	New Institute
	New Bureau
5.5.1 <input type="checkbox"/>	Out-of-Service Area Delivery of Programs
5.5.2 <input type="checkbox"/>	Program Transfer
	Program Restructure
	Program Consolidation
5.5.3 XXX <input type="checkbox"/>	Name Change of Existing Programs
5.5.4 <input type="checkbox"/>	Program Discontinuation
	Program Suspension
5.5.5 <input type="checkbox"/>	Reinstatement of Previously Suspended Program
	Reinstatement of Previously Suspended Administrative Unit

\*Requires "Section V: Program Curriculum" of Abbreviated Template

**Chief Academic Officer (or Designee) Signature:**

I certify that all required institutional approvals have been obtained prior to submitting this request to the Office of the Commissioner.

*Laurens H. Smith, Jr., Sr. Executive Vice Provost*

**Signature**

**Date:** 06/27/14

**Printed Name:** Laurens H. Smith, Jr.

**Program Request - Abbreviated Template**  
**Utah State University**  
**Jon M Huntsman School of Business**  
**Master of Business Administration**  
**12/30/13**

**Section I: Request**

Utah State University's Jon M Huntsman School of Business has had a Master of Business Administration (MBA) degree for many years. As part of that degree, students specialize in specific areas to increase their skill set in those areas and make them more attractive on the job market. The specializations for the MBA were created a number of years ago and are in need of rebranding to reflect current market realities. To achieve that, it is proposed that the three existing MBA specializations be renamed and repositioned as follows:

1. Entrepreneurship. After a thorough market analysis, it was determined that naming the specialization "Strategic Business Development and Venturing" and requiring focused, strategy and venturing classes for the specialization positions the USU MBA student much more strongly for the market. Therefore, it is proposed that the name of the "Entrepreneurship" specialization be changed to "Strategic Business Development and Venturing."
2. Human Resource Management. The Master of Human Resources (MHR) was successfully launched in the past three years. Many of the students enrolled in the Master of Human Resources also earn the Master of Business Administration. Students desiring Human Resource Management positions are much more successful with the MHR/MBA degrees. Renaming the "Human Resource Management" specialization to "Business Analytics" would communicate the nature of the specialization better. The competencies learned in the redesigned Business Analytics specialization focus upon business intelligence, information systems strategy and database design and mining. These skills add significantly to the MHR/MBA degree and are highly desired by the hiring organizations. Being able to demonstrate those skills positions USU MBA students much more strongly for the market. Therefore, it is proposed that the name of the "Human Resource Management" specialization be changed to "Business Analytics."
3. Personal Financial Planning. Renaming the specialization to "Finance" and requiring focused, finance classes for the specialization positions the USU MBA student much more strongly for the market. Therefore, it is proposed that the name of the "Personal Financial Planning" specialization be changed to "Finance."

**Section II: Need**

The job market for MBA graduates has changed. The MBA degree no longer communicates the differentiated value proposition it once did. With over 100,000 MBA degrees awarded annually in the United States alone, hiring organizations cannot differentiate between the vast majority of graduates. MBA-granting schools are working to communicate market differentiation in terms of content, delivery and focus. To succeed in today's market, both in terms of applications and job offers, the MBA must go beyond being simply a general management degree. While the majority of schools have launched a plethora of master's degrees focusing on a plethora of functional skills, this does not address the problem

of improving the marketability and value proposition of the MBA. After substantial analysis, Utah State University has decided to redefine its MBA to an MBA with specializations in specific skills and industries. The first three specializations (described above) were selected because the Huntsman School of Business is able to offer those without additional courses and fixed costs to the program. A description of the need for each of the proposed specializations follows.

1. There is a market demand for demonstrated competency in business development and strategy. While there are students who do launch new ventures upon completion of their MBA, most seek employment before starting their own business. Students who attempt to find employment with an entrepreneurship specialization have difficulty simply because employers believe those students are temporary, eventually leaving to start their own ventures. Despite those perceptions, entrepreneurial competencies can be a tremendous asset to companies that want managers who are capable of identifying and leading growth strategies. The new name, "Strategic Business Development and Venturing," represents the broader venturing skills and competencies learned by MBA students enrolling in that specialization. It also better communicates the types of skills the hiring firm can anticipate from the MBA with that specialization. Those students desiring specialization in entrepreneurship will be able to achieve their educational goals with this specialization as well.
2. The job market for MBA graduates who have demonstrated competency in Business Analytics is strong. The new Business Analytics specialization represents the highly desired set of skills. Business school graduates who have the competency to strategically use large data sets are highly desired. Students earning the combined MHR/MBA degrees with a specialization in Business Analytics have additional skills that make them attractive for placement in Human Resources positions.
3. There has always been a very strong demand for graduates with demonstrated competency in finance. The new name, "Finance," more accurately represents the broader financial skills and competencies learned by MBA students enrolling in that specialization. The current name, "Personal Financial Planning," misrepresents the MBA skill set in that specialization and also job placement for MBA students.

The core curriculum of MBA programs is designed to give students grounding in business fundamentals. A specialization gives students additional, focused training in a specific area of business and improves student employability and success in that area upon graduation. Within the state of Utah, The University of Utah has MBA concentrations in Entrepreneurship, Marketing, Operations/Supply Chain, Leadership, and Finance. Weber State offers Graduate Certificates in Aerospace Management, Contract Management, Environmental Sustainability and Information Systems & Technologies.

### **Section III: Institutional Impact**

The proposed name change will not adversely affect the enrollment in other programs within the Huntsman School of Business. The specialization name change will not require additional staffing, courses or facilities. The specializations will require graduate management courses already offered within the Huntsman School's Finance, Management and Information Systems Departments and will be administered by the MBA program staff.

## Section IV: Finances

No additional resources are required for the specialization and name change requested.

## Section V: Program Curriculum

### Strategic Business Development and Venturing

Course Prefix and Number	Title	Semester	Credit Hours
Required Courses			
MGT 6410	Enterprise Creation	Fall	2
MGT 6780	Ethics and Business in a Global Society	Fall	2
MGT 6430	Enterprise Growth & Management	Spring	2
MGT 6640	ST: Marketing Channels and Social Media	Spring	3
Total Number of Credits			9

### Finance

Course Prefix and Number	Title	Semester	Credit Hours
Required Courses			
FIN 6300 or FIN 6410	Fixed Income or Corporate Finance	Fall	3
FIN 6460	Investment Analysis	Spring	3
FIN 6470	Derivative Markets	Spring	3
Total Number of Credits			9

### Business Analytics

Course Prefix and Number	Title	Semester	Credit Hours
Required Courses			
MIS 5150	ST: Emerging Technologies in Management Information Systems	Fall	3
MIS 6230	Management of Database Systems	Fall	3
MIS 6860	Business Intelligence and Analytics	Spring	2
MIS 6861	Business Intelligence and Analytics Laboratory	Spring	1
Total Number of Credits			9